



Press Release – For Immediate Release

**Hong Kong Association of Amusement Parks and Attractions Celebrates 3rd Anniversary  
Constant Growth in Membership Grasp the Opportunities Amidst the Challenges**

**(21 January 2016, Hong Kong)** With the mission of uniting amusement parks and attractions throughout Hong Kong and the region, the Hong Kong Association of Amusement Parks and Attractions (HKAAPA) is active in promoting the development of local tourism. The Association celebrated its 3rd anniversary with a cocktail reception yesterday at sky100 Hong Kong Observation Deck (sky100), the Association was honoured to have Miss Cathy Chu, Commissioner for Tourism to be the Officiating Guest for the event. Also attending the special occasion were representatives of the eight founder members, including AsiaWorld-Expo, Hong Kong Disneyland Resort, Madame Tussauds Hong Kong, Ngong Ping 360, Noah's Ark Hong Kong, Ocean Park Hong Kong, sky100 Hong Kong Observation Deck and The Peak Tram & The Peak Tower, as well as other members of the Association and industry peers.

2015 was a year filled with changes and challenges in the Hong Kong tourism industry. There was an overall decline in the number of mainland tourists, however, the number of non-mainland tourists increased for 2 consecutive months in the fourth quarter last year, indicating a shift in the tourist profiles. Hong Kong tourism industry players need to anticipate and promptly response to the changing environment and the latest market trends in order to grasp the business opportunities.

HKAAPA has always been dedicated to forging the ties between members and the suppliers, building a communicative platform for the industry, and offering training to young professionals and industry elites. In the past year, the Association held various training programmes including a luncheon and forum in collaboration with City University of Macau to foster exchanges with the academics; site visits to different tourist attractions, such as Ocean Park Hong Kong, to understand the planning strategy and promotion trends in organising events in an amusement park. Furthermore, the Association also arranged for its members to attend industry-related conferences and exhibitions such as the IAAPA Asian Attractions Expo



and the Asian Licensing Conference, for members to expand their business network and to learn about the market updates and the latest technology available.

In the past 12 months, the Association's dedication and hard work were paid off by a substantial growth in membership. The number of company members now totals 30, including MTR Airport Express, Hong Kong Tramways, The Great European Carnival and The Hong Kong Observation Wheel. New joiners this year include PMQ, Repulse Bay Visual Art Museum and Pictureworks (Hong Kong) Limited.

Miss Rosalind Siu, Acting President of HKAAPA, said, "2015 was a year filled with challenges. We are thankful to have Hong Kong Tourism Commission to launch the 'Matching Fund for Overseas Tourism Promotion by Tourist Attractions' which supported attractions to line up industry partners and strengthen the overseas promotions, allowing the industry to develop sustainably in a volatile market environment. We foresee 2016 will present more challenges but also good opportunities. We believe that, with the diverse promotion campaigns and new initiatives spearheading by different amusement parks and attractions, Hong Kong will continue to thrive and appeal to wider tourist segments. Looking ahead, HKAAPA will continue to play the leading role in the industry and offer suitable platforms for attractions to exchange their views and experiences. We will strive to attract talents to join the tourism industry and retain talents by offer trainings to the frontline staff, so as to enhance the competitiveness of the Hong Kong tourism industry. HKAAPA looks forward to continue to work hand-in-hand with the government, Hong Kong Tourism Board, and different attractions in Hong Kong to achieve new heights and continue to propel the growth of the tourism industry."



Photo 1: Miss Rosalind Siu, Acting President of HKAAPA, summarized the Association's 2015 accomplishments and shared the plan of 2016



Photo 2: Miss Rosalind Siu, Acting President of HKAAPA (left), presented a certificate of appreciation to Miss Cathy Chu, Commissioner for Tourism (right)



Photo 3: Members of HKAAPA took a group photo together

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## **About HKAAPA**

The Hong Kong Association of Amusement Parks and Attractions (HKAAPA) is an association with a mission to unite amusement parks and attractions in Asia, working closely together to promote tourism, connect members with manufacturers and suppliers, develop young professionals and ensure the continued success of the attractions industry and Hong Kong tourism. We serve as ambassadors to promote a positive image of the industry and be a voice to the government and public on industry matters. Founder members of HKAAPA include AsiaWorld-Expo, Hong Kong Disneyland Resort, Madame Tussauds Hong Kong, Ngong Ping 360, Noah's Ark Hong Kong, Ocean Park Hong Kong, sky100 Hong Kong Observation Deck and The Peak Tram & The Peak Tower.

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